

Rep Order# 6817863 Ver# 2 Status Returned Traffic Order# 102172

Printed: 05/29/2012 9:22 AM  
Last Received: 05/24/2012 3:56 PM  
Showing Buylines: All Lines

1 of 5

EC'd Yes Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) DEM CNG, CMP COMM.  
Product DCCC.  
Estimate# 1192

Agency ( ) GREAT AMERICAN MEDIA  
1010 WISCONSIN AVE NW, S#800  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 1/1/4/1192  
Flight Dates 10/30/2012 - 11/06/2012  
Hiatus Weeks

Phone# Katie Keuleman  
Fax#

— CONTRACT COMMENT —

SC=\*

— REMARKS —  
PLEASE SEE LINES 37-39. THANKS!

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
1	TU-F,M	5A-6A		WAKE UP WITH THE WAGNERS	:30	\$400.00	10/30-11/05	8	1	8	\$3,200.00	
2	TU,M	5A-6A		WAKE UP WITH THE WAGNERS	:30	\$400.00	11/06-11/12	1	1	1	\$400.00	
3	TU-TH,SU-M	430A-5A		WAKE UP EARLY W/THE WAGNERS	:30	\$200.00	10/30-11/05	5	1	5	\$1,000.00	
4	TU,M	430A-5A		WAKE UP EARLY W/THE WAGNERS	:30	\$200.00	11/06-11/12	1	1	1	\$200.00	
5	TU-F,M	6A-7A		WAKE UP WITH THE WAGNERS	:30	\$725.00	10/30-11/05	10	1	10	\$7,250.00	
6	TU,M	6A-7A		WAKE UP WITH THE WAGNERS	:30	\$725.00	11/06-11/12	1	1	1	\$725.00	
7	TU-F,M	7A-9A		TODAY SHOW	:30	\$900.00	10/30-11/05	20	1	20	\$18,000.00	
8	TU,M	7A-9A		TODAY SHOW	:30	\$900.00	11/06-11/12	1	1	1	\$900.00	
9	SA	6A-7A		NEWS 3 AT SUNRISE	:30	\$375.00	11/03-11/03	2	1	2	\$750.00	
10	SA	7A-9A		SATURDAY TODAY	:30	\$625.00	11/03-11/03	4	1	4	\$2,500.00	
11	SU	5A-7A		NEWS 3 AT SUNRISE	:30	\$375.00	11/04-11/04	2	1	2	\$750.00	
12	SU	7A-8A		TODAY ON SUNDAY	:30	\$500.00	11/04-11/04	2	1	2	\$1,000.00	

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Station	KSNV-TV LAS VEGAS, NV.	Agency	( ) GREAT AMERICAN MEDIA	Rep Firm	PHILADELPHIA
Advertiser	( ) DEM.CNG.CMP.COMM.	1010 WISCONSIN AVE NW, S#800	Sales Office	( ) PHILADELPHIA	
Product	DCCC	WASHINGTON, DC 20007	Salesperson	( ) AMY MCCREARY	
Estimate#	1192	Agency C/P/LP2/E	11/14/1192	Salesperson Phone#	215-568-6540
Buyer	Katie Keuleman	Flight Dates	10/30/2012 - 11/06/2012	Salesperson FAX#	215-568-1845
Phone#		Hiatus Weeks			
Fax#					
L/T	In	Day	Time	Program	
				Len	Rate
				Dates	
				Spots/Week	# of Weeks
				Total Spots	Total Cost
				Daypart	
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30	TU-F,M	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$725.00
31	TU,M	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$725.00
32	TU-F,M	430P-5P	NEWS 4 AT 430P	:30	\$725.00
33	TU,M	430P-5P	NEWS 4 AT 430P	:30	\$725.00
34	TU-F,M	5P-630P	EARLY NEWS	:30	\$1,200.00
35	TU,M	5P-630P	EARLY NEWS	:30	\$1,200.00
36	SA	5P-630P	KSNV EARLY NEWS	:30	\$675.00
*37	TU-F,M	7P-730P	JEOPARDY	:30	\$1,300.00
	Station Remark:	V2 NOT NA - JEOP	630-7P		
*38	TU-F,M	730P-8P	WHEEL OF FORTUNE	:30	\$1,300.00
	Station Remark:	V2 NOT NA - WHEEL	7-730P		
*39	SA	7P-8P	JEOPARDY / WHEEL OF FORTUNE	:30	\$525.00
	Station Remark:	V2 NOT NA - JEOP/WHEEL	630-730P		
40	M	8P-10P	THE VOICE	:30	\$4,000.00
41	W	10P-11P	LAW & ORDER: SVU	:30	\$3,200.00
42	SA	10P-11P	LAW & ORDER: SVU	:30	\$1,200.00
43	SU	530P-830P	SUN NT FB: GB @ HOUSTON	:30	\$10,000.00
44	SU	830P-930P	NEWS AFTER NFL	:30	\$1,600.00

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Advertiser ( ) DEM. CNG. CMP. COMM.  
Product DCCC

Estimate# 1192

Buyer Katie Keuleman

Phone# Fax#

Agency ( ) GREAT AMERICAN MEDIA  
1010 WISCONSIN AVE NW, SUITE 800  
WASHINGTON, DC 20007  
Salesperson C/P/UP2/E 11/14/1192

Flight Dates 10/30/2012 - 11/06/2012

Hiatus Weeks

Rep Firm ( ) PHILADELPHIA  
Sales Office ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Spots	Total Spots	Total Cost	Daypart
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Line#	SU	TUE-F, M	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$900.00	11/04-11/04	2	1	2	\$1,800.00	
45	SU		10P-11P	LAW & ORDER	:30	\$900.00	11/04-11/04	2	1	2	\$1,800.00	
46	SU		11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,200.00	10/30-11/05	5	1	5	\$6,000.00	
47	SA		11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	11/03-11/03	1	1	1	\$1,100.00	
48	SU		11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	11/04-11/04	1	1	1	\$1,100.00	
49	TUE-F, M	1135P-1235A	TONIGHT SHOW W/ JAY LENO		:30	\$500.00	10/30-11/05	8	1	8	\$4,000.00	
50	TUE-F, M	1235A-	LATE NIGHT W/JIMMY FALLON		:30	\$250.00	10/30-11/05	8	1	8	\$2,000.00	
51	SA	1130P-1A	SATURDAY NIGHT LIVE		:30	\$1,400.00	11/03-11/03	3	1	3	\$4,200.00	
52	SU		1135P-12A	SPORTS NIGHT IN LAS VEGAS	:30	\$400.00	11/04-11/04	1	1	1	\$400.00	

**—REPORT TOTALS—**  
Report Totals: 204 / \$157,575.00

Nov 12: 204 / \$157,575.00  
Sales Totals: 204 / \$157,575.00  
Station Totals: 204 / \$157,575.00  
Lines not sent/reld/rtrn: 0 / \$0.00

**—COMPETITIVE—**

Market	Market Totals	CATV	KBLR	KINC	KLAS	KSNV
	\$525,250	0%	0%	0%	24%	30%
		KINN	KTUD	KVCM	7%	KVVU
		16%	1%	2%		20%
		XXXX				

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Sales Office ( ) AMY MCCREARY  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

—COMPETITIVE COMMENTS—  
EST SHARES

Books NOV12  
Demos RA35+

— CREDIT RISK —  
CASH IN ADVANCE